

# Cultural Diversity Workshop

Geneva, Palexpo - December 11, 2003

14:00 to 17:30 - Room Salle B



## Workshop Details

The projection of cultural diversity through the media has contributed to the enrichment of the human community, and to the promotion of peace and communal harmony amongst the diverse civilisations of the world, but in many parts of the world there still remain significant concerns about one single global culture expanding to dominate media content.

With the advent of the so-called 'Information Society', and the rapid development of multi-media and convergent technology, will the cultural gap widen along with that of the information, knowledge and digital divide? How will the role of television and radio broadcasters in the promotion and preservation of cultural diversity now change?

What is likely to be the impact of new information and communication technologies (ICTs) on the role of the traditional media? Can they be used to enhance the role that broadcasters have in keeping their audiences in touch with their national or ethnic cultural values and traditions? Or will new media platforms usurp this role?

These are some of the key issues that the WEMF workshop on Cultural Diversity will be examining.

Organised by the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Asia-Pacific Broadcasting Union (ABU), the workshop will feature a strong line-up of speakers and panelists whose backgrounds and experiences enable them to provide authoritative views on the relationship between broadcasting and cultural diversity in various parts of the world.

The workshop will examine how effective broadcasting has been in achieving preservation of cultural identities, whilst still retaining the positive influences of globalism, and will discuss how broadcasting might be linked to an envisaged future Convention on Cultural Diversity.

It will explore in more detail some of the cultural issues raised in the plenary sessions of the WEMF, namely:

- Do people around the world receive the information they need in their own language and in a form that is appropriate for their culture?
- Do they find in the media an appropriate reflection of their culture and traditions and of the themes that are most relevant to them in their personal and professional lives?

The workshop speakers comprise both media practitioners and media academics, and have been drawn from Asia, Africa, Europe and the Pacific Islands, to provide a diversity of backgrounds and experiences in both television and radio broadcasting.

## Chairman



**Mr K S Sarma** is Chief Executive Officer of Prasar Bharati India (Broadcasting Corporation of India). Between 1996 and 1998, when he was working as Director General of Doordarshan, he also held the post of Joint Secretary in the Ministry of Information and Broadcasting.

## Speakers



**Prof. Dr. Jong-ki Kim** is the former chairman of the Korean Broadcasting Commission, the statutory broadcast policy-making organisation in Korea. His liberalist approach paved the way for the launch of Korea's first direct broadcasting by satellite (DBS).



**Dr. Widiadnyana Merati** is Deputy Minister for Media, Ministry of Information and Communication, Government of the Republic of Indonesia. Prior to his current post, Mr Merati had a long and distinguished academic career at the Institut Teknologi Bandung.



**Dr Ihron Rensburg** is Managing Director, Education, Public & Regulatory Affairs for the South African Broadcasting Corporation (SABC). He joined SABC in 2001, and was recently re-elected Chairperson of the National Association of Broadcasters of South Africa.



**Mr Francis Herman** is Chief Executive Officer, Fiji Broadcasting Corporation Ltd (FBCL). Mr Herman leads a management team that is responsible for the operation of Fiji's national radio broadcasting service. The FBCL operates a network of six radio stations.

**Dr. Roza Tsagarousianou** is a Senior Lecturer in Communication at the Communication and Media Research Institute, University of Westminster, London. Dr Tsagarousianou has undertaken many research projects on ethnic minority audiences in Europe, particularly people of South Asian family origin.

For the workshop discussions, the speakers will be joined by two panelists: **Ms Verena Wiedemann**, Head of European Affairs at ARD's Brussels office, and **Ms Milagros Del Corral**, a UNESCO Director. Ms Wiedemann has been closely involved in the Cancun Declaration on Cultural Diversity, which was adopted at a side-event to the WTO Ministerial Conference in September.



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